

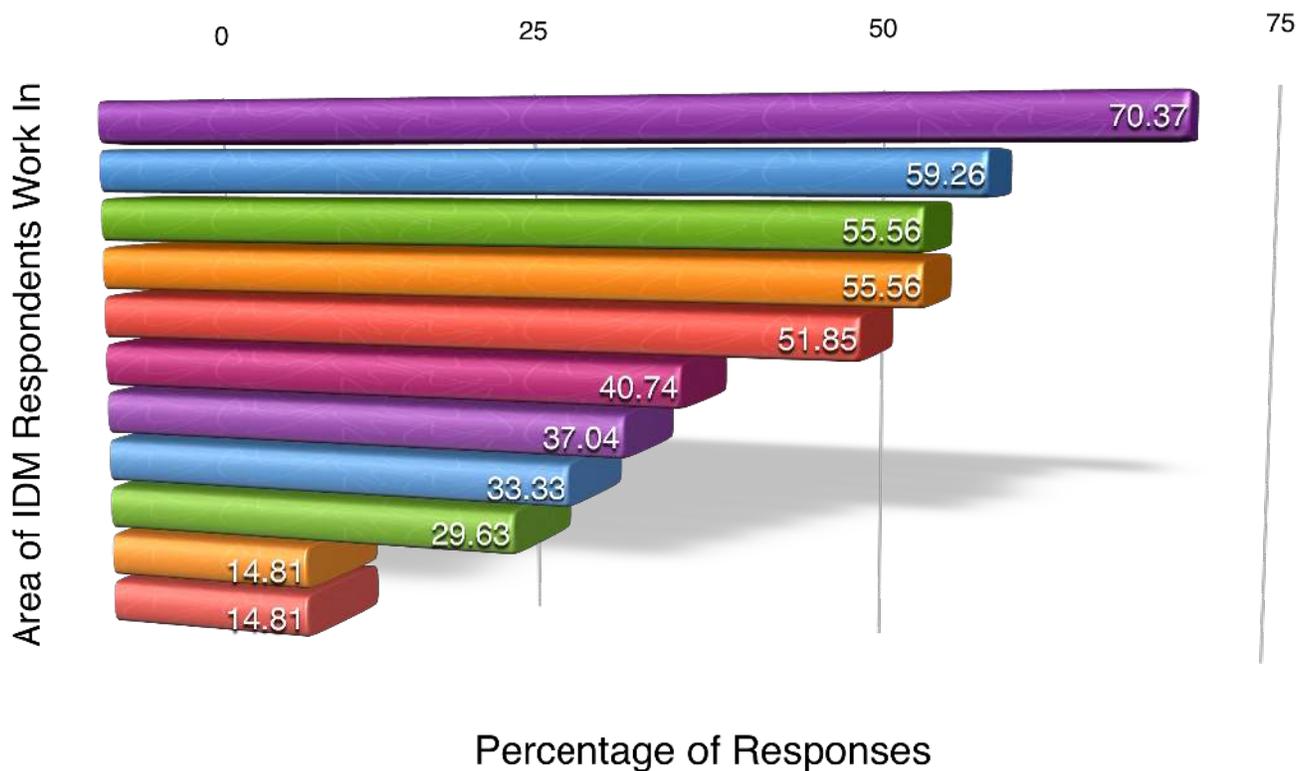
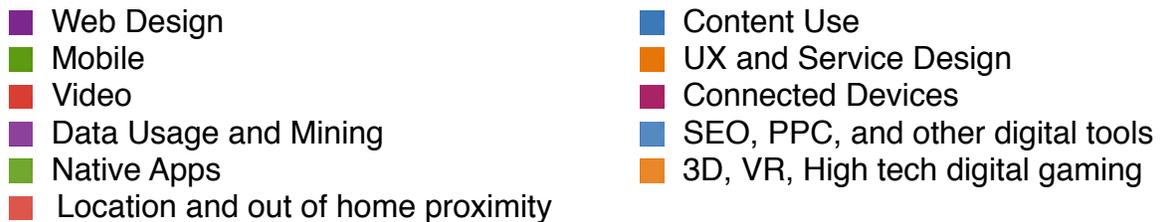
# SaskInteractive Industry Survey Results-2016

In November of 2016, SaskInteractive put together a short survey for our members. The goal of the survey was to get feedback from the industry. We wanted to know:

- What areas do members work in?
- What type of events do members want?
- What would members like from SaskInteractive?

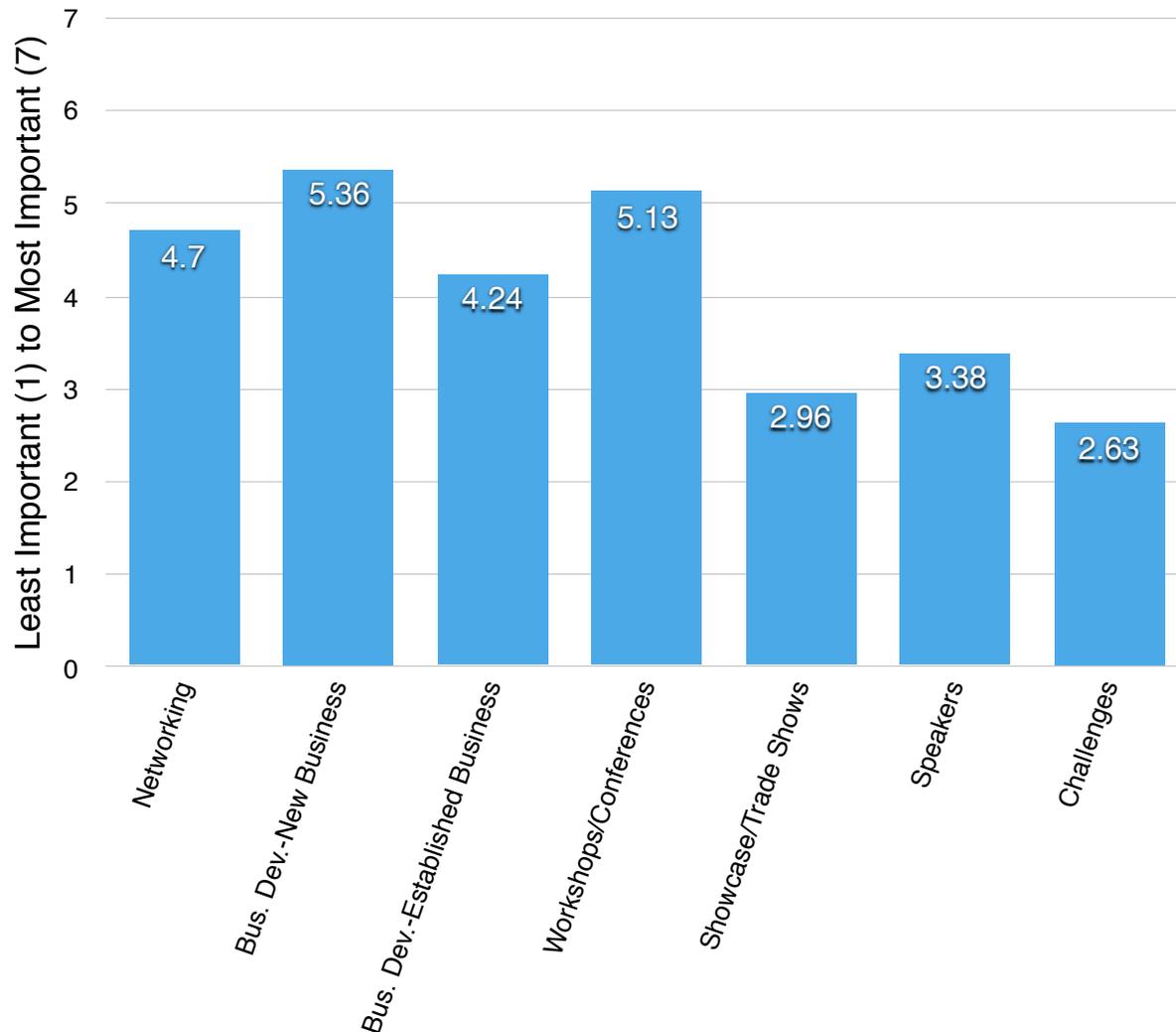
## What areas do members work in?

We got some great feedback, 75% from members and 25% from non-members. We wanted to see what areas our members worked in here's what we found: the majority of the respondents worked in web design, content use, mobile, UX/service design, and video as seen in the infographic below.



## What type of events do members want?

SaskInteractive also wanted to know what kinds of events the industry would like to see. As an industry organization, we're here to support the industry by putting on events and informing the industry of upcoming events. The chart below shows your feedback on what is most important to the industry.



We also wanted to know when industry likes to have events. Turns out the IDM industry are night owls because 46% preferred evenings. The other major time was afternoons at 35%, with the remaining 19% broken down between mornings and weekends.

In terms of event types, the top 3 were:

- Bus. Dev.-New Business
- Workshops/Conferences
- Networking

This was reflected in the next question where we asked people to list some specific event types. We had great responses on specifics but the majority reflected these three. The data shows that the IDM industry in Saskatchewan is full of entrepreneurs who are looking to grow and connect as a community. The responses also reflected that this industry is looking to share their success; suggestions like success sharing networking and bringing in speakers to share their successes demonstrates that there is a space open for events that focus on the sharing of successes and how those successes were gained.

## **What would members like from SaskInteractive?**

In terms of who should SaskInteractive partner with, there was a mix of government, private industry, and related non-profits. Many people would like to see SaskInteractive work more with government agencies, particularly in regards to funding/economy. There was also suggestion of partnering up with big companies such as Electronic Arts and the post secondary institutions in Saskatchewan. Very interesting was the number of suggestions for SaskInteractive to partner with other interactive associations around Canada as well as other non-profits such as SCN.

And finally, we asked what kind of programs the industry needs and it was clear that the IDM industry wants support; support in the form of funding, education, opportunities, and environments that will facilitate the growth of Saskatchewan's tech industry.

## **Thank you to everyone!**

A big thank you to everyone who filled out the survey. SaskInteractive has gotten some great feedback. Some of the suggestions are things that we are currently working on (partnerships with other organizations such as SCN and Interactive Ontario) and there were many that we are looking towards in the future. We appreciate the feedback as it helps us keep up with what the industry in Saskatchewan needs and wants.

Do you see something missing from this data? SaskInteractive will be looking to do more surveys in the new year so make sure you give your two cents!

Thank you once again and if there are any questions about the survey or the data collected, please contact [memberservices@saskinteractive.com](mailto:memberservices@saskinteractive.com).

